



# 41st Congress of the Société Internationale d'Urologie

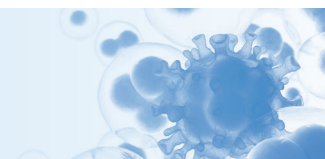
Dubai International Convention  
and Exhibition Centre

November 10-14, 2021

## 20 EDUCATIONAL 21 PARTNERSHIP OPPORTUNITIES



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## About Us

# Bringing Urologists Together

The Société Internationale d'Urologie (SIU) develops, shares, and promotes medical education and best practices to improve urological care worldwide. The SIU is a truly international organization, with more than 10,000 members from 130 countries. Through an emphasis on collaboration and cooperation, the SIU continues to strengthen existing partnerships and form new relationships with national societies and global organizations.

The SIU is known for its innovative initiatives and programmes, constantly seeking to connect and engage the international urological community, especially in an increasingly uncertain global environment. The SIU is proud to offer a virtual congress portal, eLearning activities through SIU Academy, and mobile and web-based educational and health apps. In addition, the SIU is proud to offer members and colleagues alike open access to its academic journal, *Société Internationale d'Urologie Journal (SIUJ)*, launched in October 2020.

The SIU has been supporting urologists worldwide for over a century. The Society:

- Funds scholarships for young urologists
- Accredits training centres
- Equips and maintains centres in resource-constrained settings
- Holds annual world congresses
- Creates networking and professional growth opportunities for young urologists and trainees
- Supports visiting SIU lecturers at national urology meetings

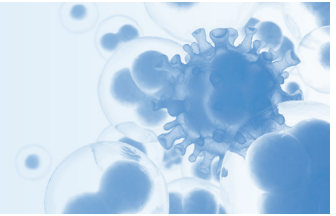




# About Us

## Governance

### Board of Directors 2020–2021

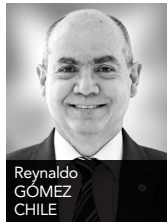


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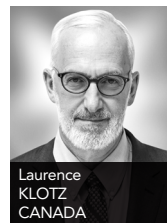
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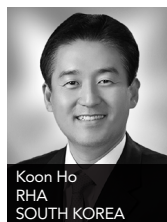
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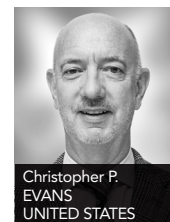
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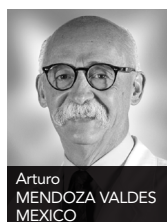
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COMMITTEE



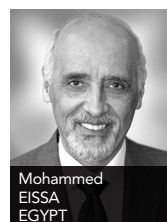
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COMMITTEE



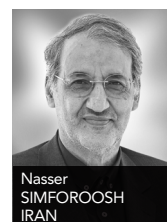
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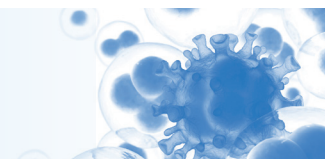
Sudhir  
RAWAL  
INDIA

GENERAL ASSEMBLY  
REPRESENTATIVE



# About Us

## Continent and Country Report



### Members from 130 Countries

Currently, SIU membership stands at 10,018 members

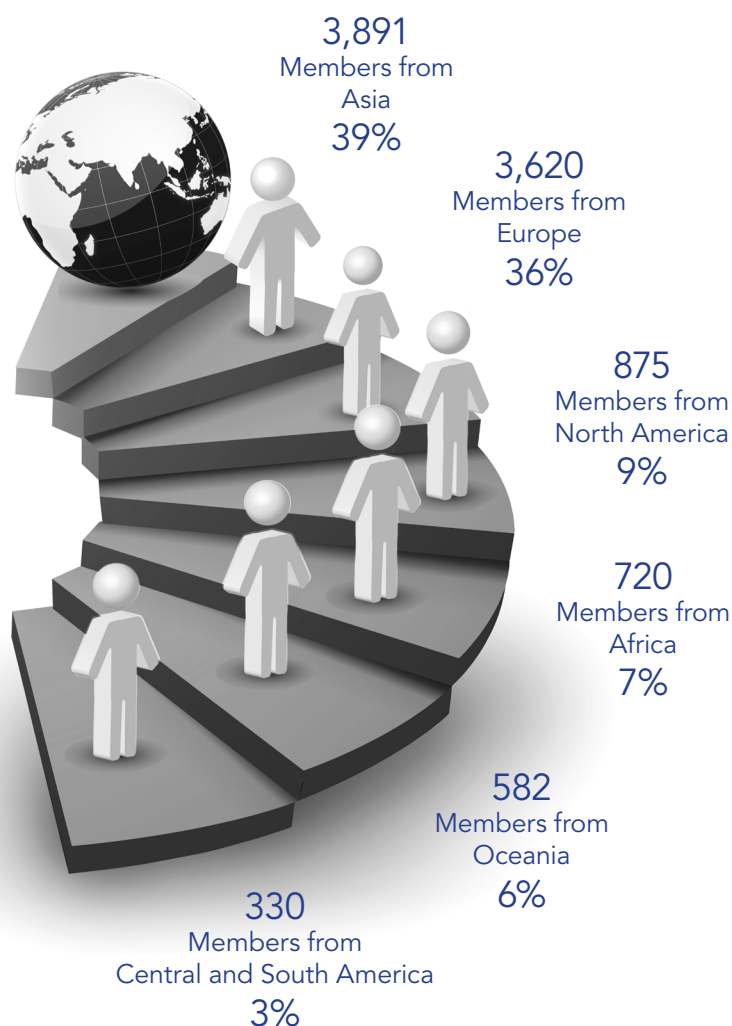
#### Top 10 Countries

Germany	1,609 members
Greece	608 members
Australia	562 members
Indonesia	549 members
China	502 members
United States	489 members
France	446 members
Turkey	427 members
Japan	409 members
South Korea	275 members

6,534 Urologists  
3,484 Residents

 4,759 Facebook followers

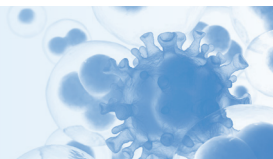
 11,321 Twitter followers



### Sub-specialties

Andrology	13%	Female Urology	10%	Pediatric Urology	8%
BPO/LUTS	18%	Functional Urology	13%	Research	10%
Diagnostic Urology	14%	Incontinence	11%	Stone Disease	20%
Endourology	25%	Oncology	38%	Trauma/Reconstruction	11%

These are self-identified specialties and members can select more than one; percentages do not add up to 100%.



## Corporate Sponsors

*Sponsors making annual contributions of €100,000 to the SIU will have the highest level of recognition on all SIU platforms and media, and benefit from an exclusive suite of benefits.*

Acknowledgement of support as a Corporate Sponsor throughout the year and leading up to the SIU Congress through:

- SIU Website—recognition through corporate logo.
- SIU Academy eLearning portal and mobile app—recognition through corporate name on the designated Corporate Sponsors tab.
- Congress website—recognition through corporate name on the designated Industry tab, Sponsor Acknowledgment section.
- Digital SIU eNewsletter—recognition through corporate logo.
- Congress mobile app—recognition through corporate name in Sponsor Acknowledgements tab as a Corporate Sponsor.
- Virtual Congress platform—recognition through corporate logo as a Corporate Sponsor.
- Partner Activity Guide (PAG)—recognition through corporate name and company description. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress Broadcast Programme—recognition of your Corporate Sponsor support in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.
- Corporate Partners may choose to include one full-page, four-colour digital advertisement in the *SIUJ*.
- Corporate Partners may choose to include one full-page, four-colour advertisement in the PAG, exclusive to corporate partners. Only corporate or disease state ads will be accepted; no product ads will be accepted.
- On-site display—recognition during the Opening Ceremonies and in the plenary room during official breaks, and on-site in select areas during the Congress.
- Priority selection of symposia timeslots and exhibit booth location.
- 25% discount on all Congress opportunities.
- 25% discount on all additional eLearning programmes.

## Congress Contributors

*Sponsors making contributions of €20,000–€99,999 to the SIU will be acknowledged as Congress Contributors.*

Acknowledgement of support as Congress Contributor on all of the following:

- Congress website—supporter recognition through corporate logo in Sponsor Acknowledgements section.
- PAG—supporter recognition through corporate logo. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress mobile app—supporter recognition through corporate logo in Sponsor Acknowledgements tab as a Congress Contributor.
- Congress Broadcast Programme—supporter recognition through corporate logo in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.

Those companies that wish to sponsor individual items or only wish to exhibit are welcome to do so. Please note that if any of the elements or items listed within do not suit your current objectives, we would be pleased to discuss other options with you to customize your participation.

## Society Contributors

*Sponsors making contributions of €20,000–€99,999 to the SIU will be acknowledged as Society Contributors in all the following:*

- SIU Website—supporter recognition through corporate logo.
- PAG—supporter recognition through corporate logo. The PAG will be printed and distributed in the Exhibit Hall at the SIU 2021 Congress.
- Congress mobile app—supporter recognition through corporate logo in Sponsor Acknowledgements tab as a Society Contributor.
- Congress Broadcast Programme—supporter recognition through corporate logo in the Broadcast Programme, distributed from the SIU Website, social media, email announcements, on-site, and our virtual congress platform.

# SIU 2021

## An Invitation



**Jean de la Rosette**



**Rafael Sánchez-Salas**



**41st Congress of the  
Société Internationale  
d'Urologie**  
Dubai International Convention  
and Exhibition Centre  
**November 10-14, 2021**

## The SIU Cordially Invites You

The Société Internationale d'Urologie (SIU) is delighted to host the 41st Annual Congress at the Dubai International Convention and Exhibition Centre in Dubai, United Arab Emirates, from November 10 to 14, 2021.

This prestigious event will attract more than 5,000 urologists from around the world, gathering to learn, network, and experience leading-edge developments in the field. The SIU is excited to offer a state-of-the-art event, accessible to all, from November 10 to 14. Whether in-person or online, the SIU remains committed to providing top-line education to SIU members and urologists around the world through a venue that allows for maximum engagement and interaction, always with the best interests of our community at heart. As a pioneer in virtual education, SIU is uniquely positioned to offer interactive and engaging programming in a convenient format that brings together the on-site attendees and the online audience.

The Scientific Programme Committee and Council, led by Drs Christopher Evans and Rajeev Kumar, bring together a wide variety of skills, expertise, and experiences, which allows for unique and targeted educational programming that meets the needs of attendees in an engaging and dynamic format.

The success of SIU programming is due in large part to the support of our long-standing partners. It is thanks to your commitment to urological education that the SIU has been able to enact its mission and create programmes and activities that are highly valued by urologists around the world—thank you. To our new and prospective partners and exhibitors, we look forward to learning more about your needs and sharing with you the many creative and unique opportunities the SIU can offer your organization.

Thank you for joining us on this exciting journey!

**Jean de la Rosette**, Turkey  
General Secretary

**Rafael Sánchez-Salas**, France  
Congress Organizing Chair



# SIU 2021 Committees

## Scientific Programme Committee

### Co-Chairs



**Christopher Evans**  
United States



**Rajeev Kumar**  
India

## Local Organizing Committee

### Co-Chairs



**Abdulqadir Alzarooni**  
United Arab Emirates



**Yasser Farahat**  
United Arab Emirates

## Scientific Programme Committee Members

**Jean de la Rosette**, Turkey

**Renu Eapen**, Australia

**Shin Egawa**, Japan

**Sean Elliott**, United States

**Yasser Farahat**, United Arab Emirates

**Stavros Gravas**, Greece

**Serigne Gueye**, Senegal

**Laurence Klotz**, Canada

**Pilar Laguna**, Turkey

**Kurt McCammon**, United States

**Poongkodi Nagappan**, Malaysia

**Yaser Saeedi**, United Arab Emirates

**Rafael Sánchez-Salas**, France

**Derya Tilki**, Germany

**David Winkle**, Australia

**Guohua Zeng**, China

## Scientific Programme Council

In order to ensure wider representation in the SIU Congress Programme, SIU has formed a scientific council with representation from each SIU group member society. The members of the council acts as advisors to the scientific programme co-chairs and committee.

Council members will provide recommendations on programme topics, speakers, and moderators, and serve as abstract reviewers, as well as assist in the distribution and promotion of SIU's annual needs assessment survey.

Society	Representative
Chinese Urological Association	Li-Ping Xie
Cyprus Urological Association	Chrysanthos Kouriefs
Eurasian Uro-Oncological Association	İhsan Karaman
Hellenic Urological Association	Ioannis K. Gkialas
Hong Kong Urological Association	Raymond Wai Man Kan
Indonesian Urological Association	Ponco Birowo
Kenya Association of Urological Surgeons	Francis Osawa
Korean Urological Association	Seong Il Seo
Kosovo Transplant Association	Fahredin Veselaj
Malaysian Urological Association	Khairul Asri Mohd Ghani
Oman Urology Society	Khurram Siddiqi
Pakistan Association of Urological Surgeons	Shafqat Ali Tabassum
Taiwanese Urological Association	Victor C. Lin
Association for Urological Surgeons of Zimbabwe	Allan Chiura

# SIU 2021

## A Look Back: Previous Congress Statistics

### Previous Congress Statistics

Congress	City	Physical attendees	Virtual attendees <i>SIU@U</i>	Total countries represented
2020	Virtual	N/A	6,401	138
2019	Athens	2,572	2,618	105
2018	Seoul	1,693	5,500	80
2017	Lisbon	1,815	1,808	101

### SIU 2020: Top 10 Countries by Number of Participants

1	China	2,351
2	India	553
3	Mexico	289
4	United Kingdom	235
5	Indonesia	200
6	United States	191
7	Argentina	151
8	Australia	139
9 (tie)	Canada / Iran	138
10	Malaysia	119

### Average Seat Time

Saturday, October 10	50:21 minutes
Sunday, October 11	49:55 minutes



# Congress Educational Opportunities

## Accredited Symposium

### Support an Accredited Symposium at the 41st SIU Congress

Accredited Symposia are an essential part of the SIU Congress. They offer the expertise and the latest research of key opinion leaders to enhance participants' educational experience. At the same time, SIU provides an opportunity for interaction and feedback among peers.

**Luncheon Symposium (90 minutes) ..... €55,000**

Partial subsidy available

**Luncheon Symposium (60 minutes) ..... €40,000**

### Symposium package elements

- Topic-exclusive, 90-minute timeslot to hold a luncheon symposium

OR

- Topic-exclusive 60-minute timeslot to hold a luncheon symposium
- Room rental and set-up
- Audio-visual equipment
- Live transmission and capture of your symposium on our virtual congress platform. Following the congress, your symposium will be hosted on SIU Academy. This allows congress participants to attend the symposium online if they are not physically able to attend the congress
- A one-page pdf programme outline will be created in conjunction with content development and made available by November 1. It will be placed on the Congress app and made available for download by November 1
- Announcement of your symposium on the Congress website
- Announcement of your symposium on the Virtual Congress platform
- Announcement of your symposium in the Broadcast Programme, which will be made available on the congress website, on-site, and through the virtual congress platform and other digital channels
- One full-page, four-colour digital advertisement in the Broadcast Programme to announce your symposium
- Announcement of your symposium in the PAG



- One full-page, four-colour digital advertisement in the PAG to announce your symposium
- Announcement of your symposium on the Congress mobile app
- Promotion of the webcast post-congress
- One complimentary Exhibition Booth of 9 m<sup>2</sup> (3 m<sup>2</sup> x 3 m<sup>2</sup>) of exhibit space (space only); priority selection by Corporate Sponsors and Congress Contributors; space allocated on a first-come, first-served basis
- Metrics reporting to include the participants who attended the event in Dubai and those who attended through the virtual congress platform (live and on demand) x3 updates
- SIU Academy Metrics Report x1 April 2022
- Promotion of your symposium through SIU broadcast emails, SIU eNews, all SIU social media platforms (including LinkedIn, Twitter, Facebook)
- Technical Support for the faculty will be provided on the day of the symposium, on-site and online
- SIU-provided staff assistance on the day of the symposium
- Complimentary registration for up to 6 company representatives
- Complimentary registration for up to 4 symposia faculty presenters
- Recognition of your Corporate Sponsor or Congress Contributor support on-site at the Dubai International Convention and Exhibition Centre, on the Congress website, and on the Congress mobile app



# Congress Educational Opportunities

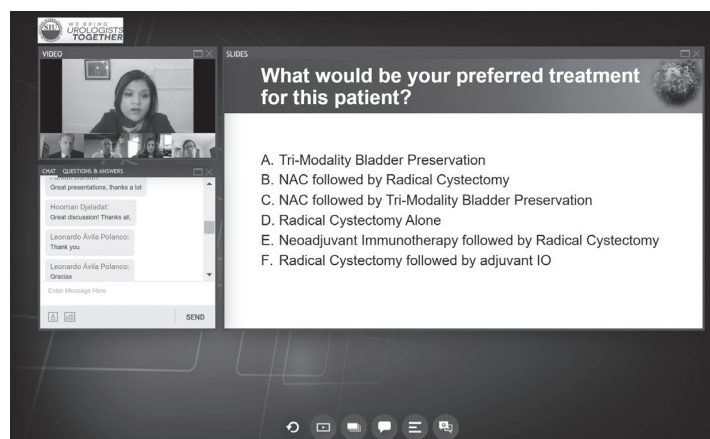
## Accredited Symposium

The SIU surveys its members regularly to assess their educational needs to guide the development of educational sessions, selection of symposia and studio session topics and titles, learning objectives, and faculty selection. Symposia sessions address the perceived and unperceived learning needs of our members and the urological community at large.

If you would like more information or wish to make a symposium submission, please contact Lillian Petrusa, Director, Corporate Development, at [lillian.petrusa@siu-urology.org](mailto:lillian.petrusa@siu-urology.org) by May 1, 2021.

**The SIU is in compliance with all of the following:**

1. European Accreditation Council for Continuing Medical Education (EACCME) Criteria for the Accreditation of eLearning Materials (ELM)
2. The European Federation of Pharmaceutical Industries and Associations (EFPIA) 2020 Code of Practice



### Available Symposia Timeslots – Accredited

Wednesday, November 10	12:00–13:00	€40,000
Thursday, November 11	12:00–13:00	€40,000
Friday, November 12	12:30–14:00	€55,000
Saturday, November, 13	12:30–14:00	€55,000
Sunday, November 14	12:30–14:00	€55,000

# Congress Educational Opportunities

## Hands-On Training Sessions

### HOT Sessions ..... €10,000/course

#### Includes:

- Room rental
- Audiovisual equipment
- Announcement of the session on the Congress website and the Congress mobile app
- Announcement of your session in the PAG
- Assistance with course promotion, registration, and on-site logistics
- Post-event support with course evaluations, certificates of attendance, and presentations
- 9 m<sup>2</sup> of exhibit space
- Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website in the Sponsor Acknowledgements tab, and the PAG

#### Sponsor to provide:

- Staff and equipment as per Programme Chair recommendations



MRI Master Class and MRI-TRUS Fusion Workshop in Athens, SIU 2019

### MRI Master Class

The quality and advantages of prostate MRI have redefined diagnostic practice in recent years. Recent publications of Hansen BJUI papers, PROMIS, and PRECISION strongly advocate the use of mpMRI for lesion detection and biopsy avoidance in the diagnostic pathway.

This established international workshop has traditionally addressed the approach to learning this new diagnostic tool on workstations in a multidisciplinary fashion involving radiologists, urologists, and pathologists. At the end of the course, we will discuss online learning tools, such as MRI PRO, to consolidate the skills you have learned.

### MRI-TRUS Fusion

This interactive course will discuss the fundamentals of MR imaging and interpretation and focus on the techniques of MRI-TRUS fusion-guided biopsy. The tailored approach of this course offers an opportunity to learn about targeted/ image-guided biopsy techniques using MRI-TRUS fusion, based on the participant's skill level.

### Leveraging Ultrasound Technology for Prostate Ablation

This course provides users experience using state-of-the-art simulators/prostate phantoms for the following procedures:

- HIFU treatment planning for prostate HIFU ablation
- Cryoprobe placement and treatment planning for prostate cryoablation using transperineal fusion platform
- Planning for ablative therapy of prostate using MR/3D ultrasound fusion

### Lasers and MISTs in LUTS/BPH

Benign prostatic hyperplasia (BPH) diagnosis and treatment represent the largest segment of urological practice, specifically 23% of all office visits. One of the major challenges for practicing physicians is recognizing, understanding, and implementing innovative procedures, and updating their knowledge with regards to disease processes and new treatment guidelines for the benefit of their patients. With so many treatment modalities available, physicians are tasked with selecting the optimal therapy for their patients, especially given the rise in aging populations and the extensive burden that BPH/lower urinary tract symptoms (LUTS) can have on quality of life.

# Congress Educational Opportunities

## Hands-On Training Sessions

This course will review novel BPH therapies for office-based treatments of LUTS/BPH, including Aquablation, HoLEP, Rezūm™, and UroLift®. The hands-on course will provide practical applications of these technologies in terms of equipment, technical approach, and high-level review of clinical data. The faculty will provide first-hand practical instruction on best practices, including patient selection, technique selection, and tips and tricks. The faculty will provide international experience and evidence-based summaries of the risks and benefits of these procedures to aid with patient counselling for informed consent.

### Learning Objectives

At the end of this course, participants should be able to:

- Understand the mechanism of action and technique for each BPH therapy
- Select the most appropriate patient for each procedure type, based on patient and prostate characteristics
- Learn the clinical data supporting the use of each modality
- Apply the best-practice technique for each modality, based on the literature and expert opinion
- Recognize the challenges associated with each technique and perform the appropriate troubleshooting
- Practice tips and tricks provided by the experts for executing these novel BPH therapies

### Laparoscopic Skills (box trainer)

This course is intended for the urologist who wants to improve their laparoscopic suture skills. It is entirely based on video and individual practice using a box trainer, with the guidance of an instructor for each workstation.

### Learning Objectives

At the end of this course, the participant should be able to demonstrate the following skills:

- In 2D vision, coordinating proper needle angle and movement
- Placing the trocars to facilitate the suture
- Suturing in different planes
- Establishing the methodology to suture intracorporeally
- Knotting technique and extracorporeal knot without pusher

## Robotics – Tips and Tricks for Beginners

This course is intended for urologists in their first 100 robotic surgery cases using the da Vinci Si and Xi platforms. This course incorporates video, specific case discussions, and diagrams based on experience, and is presented by urologists with more than 1,000 cases.

### Learning Objectives

At the end of this course, the participant should be able to:

1. Identify appropriate cases for:
  - a. Docking and trocar placement to avoid collision in difficult anatomy patients
  - b. Selecting to use a 0- or 30-degree lens
2. Demonstrate skills in the following:
  - a. Suturing in a narrow space
  - b. Robotic movements that are uncommon with laparoscopy
  - c. Optimizing instruments
  - d. Managing difficult anatomy (short, obese, hepatomegaly, big and small prostate, medial lobe, adhesions)

## Additional Educational Activities - Unrestricted Grants

<b>Instructional Courses</b> .....	<b>€15,000</b>
<b>Moderated ePosters</b> .....	<b>€20,000</b>
<b>Plenary Session</b> .....	<b>€20,000</b>
<b>SIU 6th Global Nurses' Educational Symposium</b> .....	<b>€20,000</b>
<b>SIU Innovators' Symposium</b> .....	<b>€20,000</b>

### Sponsor benefits include:

- Announcement of the session on the Congress website and the Congress mobile app
- Announcement of your session in the PAG
- 9 m<sup>2</sup> of exhibit space
- Acknowledgement as a Congress contributor on-site, on the Congress mobile app, on the Congress website and in the PAG



# Congress Educational Opportunities

## Semi-Live Surgical Demonstrations



## Semi-Live Surgical Demonstrations

### Programme Description

The SIU invites your participation in a full day of semi-live surgical demonstrations, featuring pre-recorded videos with post hoc moderation. The SIU brings a unique experience to this semi-live programme, as it allows us to bring experts from around the world to the meeting and use online technology to incorporate a lively discussion following each surgery. The session will be chaired by world-renowned international faculty and will cover a wide variety of topics. This educational activity is designed to incorporate evidence-based medicine into the treatment of urological disorders in clinical practice. Speakers will use their personal, institutional, and evidence-based experience to address patient healthcare conditions requiring clinical and surgical treatment. The SIU Semi-Live Surgical Demonstration programme will address the learner's gaps in knowledge by allowing them to update their knowledge of cutting-edge surgical techniques grounded in evidence-based medicine that will impact local/regional practice patterns, with the ultimate goal of improved patient outcomes.

### Learning Objectives

At the conclusion of the Semi-Live Surgical Demonstration, participants should be able to:

- Learn about emerging procedures in the area of robotics in oncology
- Recognize important considerations in the surgical techniques for reconstructive surgery, such as penile prosthesis, male sling, etc., and select the best reconstructive approach for complex cases
- Learn from other professionals' clinical experience with surgical conditions, including clinical management, multidisciplinary care, and clinical outcomes
- Demonstrate practical knowledge related to instrumentation techniques for upper and lower urinary tract cases via surgical and emerging minimally invasive approaches

### Preliminary Programme

07:30–09:30	Session 1: Oncology–Robotics Surgery
09:30–11:30	Session 2: Reconstructive Surgery
11:30–13:30	Session 3: Endourology–Upper Tract
13:30–15:00	Session 4: Endourology–Lower Tract

# Congress Educational Opportunities

## Studio Sessions and Innovation Theatre

### SIU Studio Session.....€25,000

Session duration 45 minutes

SIU Studio sessions are intended primarily for an online audience. The session will be captured in SIU's exclusive on-site studio in Dubai and transmitted via the SIU Academy platform. The studio accommodates a seating area for approximately 50 people and an online audience of more than 6,000 viewers.

#### Includes:

- Studio set-up, audiovisual equipment, and live transmission
- Announcement of your studio session on the Congress website
- Announcement of your session in the PAG
- Announcement of the session on the Congress mobile app
- Upload of the session to SIU Academy
- Visitor behaviour report, including the number of participants who viewed the session live and online and a country report
- Acknowledgement as a Congress Contributor on the Congress website, the Congress mobile app, and on-site at the Congress

### Innovation Theatre.....€15,000

Session duration 30 minutes

The Innovation Theatre provides exhibitors with an opportunity to showcase the latest technology, science, and innovations. Located in the exhibit hall. Maximum capacity of 50 people.

#### Includes:

- Studio time and set-up
- Standard audiovisual equipment
- Announcement of your session on the Congress website
- Promotion on the Congress mobile app

#### Sponsor to provide:

- Staff and equipment, as per Chair recommendations

Date	Time	Cost
Thursday, November 11	SIU Studio Session 15:30–16:15 16:30–17:15	€25,000
Friday, November 12	Innovation Theatre 10:30–11:00 15:30–16:00	€15,000
Saturday, November 13	Innovation Theatre 10:30–11:00 15:30–16:00	€15,000
Sunday, November 14	Innovation Theatre 10:30–11:00	€15,000

## Development Programmes

Tips and Tricks in Research and Publication (uCARE, SIU Academy, and SIUJ) .....	€20,000
uChallenge – Residents' .....	
Rapid-Fire Q&A .....	€15,000
Resident Mentoring .....	€15,000

### Includes:

Recognition as a Congress Contributor:

- On the Congress website
- In the PAG
- On the Congress mobile app
- On-site at the event



## Publication Advertising

### Partner Activity Guide (PAG)

Full page, inside front, or inside back .....	€5,000
All other ad* placements .....	€3,500

\* Corporate or disease state ads only;  
no product ads will be accepted.

### Broadcast Programme

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\* Corporate or disease state ads only;  
no product ads will be accepted.

Congress Guide and User Guide .....	€10,000
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\* Corporate or disease state banners ads only;  
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## Congress Mobile App

Rotating banner ad in the designated Exhibitor Listing or Sponsor Acknowledgment tabs* .....	€3,500
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\* Corporate or disease state banners ads only;  
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## Delegate Services

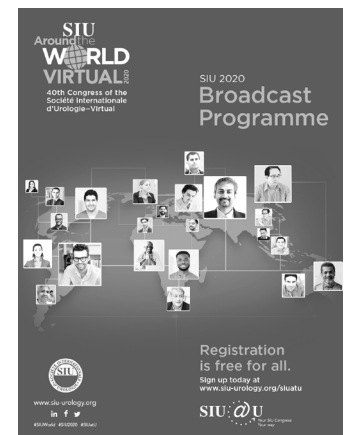
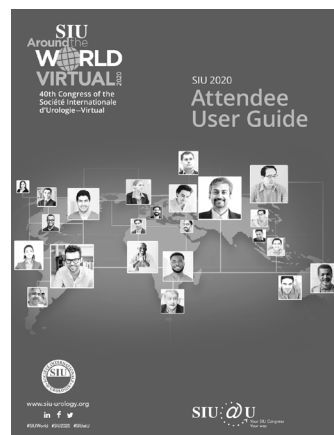
Virtual Congress Platform .....	€25,000
Mobile App .....	€20,000
Delegate Lounge .....	€25,000
Wireless Internet .....	€25,000
uTech Charging Lounge .....	€25,000

## Exhibit Opportunities

### Exhibit Space

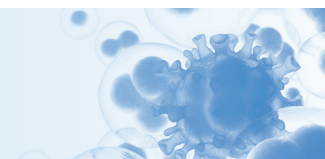
9 m <sup>2</sup> Bare space only .....	€5,000
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*Floorplan to follow soon.*





# SIU 2021: Sponsorship Guidelines



The following guidelines enhance your participation while maintaining professional impartiality. They take into account the existing guidelines of the European Federation of Pharmaceutical Industries and Associations (EFPIA) and the SIU's own Guidelines for Relationships with Partners of Continuing Professional Development Activities.

- Logos, marks, and/or corporate identifiers used for recognizing SIU 2021 Sponsors are limited to “corporate” marks; parent brands only will be accepted. No product logos or marks will be used for recognition. Individual advertising and company booth space, as permitted, may use brand names or product names, marks, or identifiers.
- SIU 2021 programme agendas and content are determined by the SIU Scientific Programme Committees, independent of influence from previous or perspective sponsors or their agents.
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- The name and/or logo of SIU 2021 may not be used in conjunction with advertising or promotion of any kind without express written consent from the SIU.
- Programme presentations of the SIU may not be reproduced in any form without written consent of the SIU.





**Bench to bedside (B2B)** has flourished in recent years in response to the need for transferring laboratory breakthroughs (from the bench) to the patient care setting (at the bedside). Thus, a multi-faceted collaboration among researchers, clinicians, and industry is fundamental in clinical studies in order to translate these findings into clinically applicable therapeutics.

The multidisciplinary approach fosters an understanding across specialties. These meetings explore topics from basic research through translation into real-world applications.

The programmes can be customized to any urological condition and/or specific topic (e.g., diagnosis, treatment, etc.). The programmes are available as one- or two-day live webcasts or short-course capsules on SIU Academy. SIU partners with various organizations in various regions to organize these meetings. They not only offer an educational opportunity, but also a way to network with colleagues and acquire insights from the experts during the Q&A and panel sessions, as well as during the speaker's corner.

## Planned Meetings

### 1- GU Cancers Triad Meeting

**Presenting Sponsor** ..... €40,000

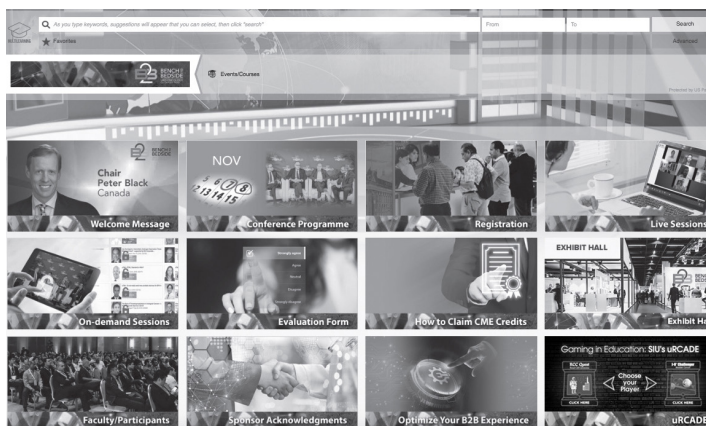
**Spring 2021, Virtual meeting on SIU Academy**

The SIU Uro-oncology: GU Cancers Triad meeting offers an engaging way to review current clinical research advancements and their applications in uro-oncology. This meeting comprises an international high-profile faculty of experts in genitourinary (GU) oncology. Through a multidisciplinary approach, this B2B series will focus on providing updates on the evolving trends in early detection of disease, recent results of clinical trials, new therapies, biomarkers, and new technologies and strategies for the treatment of urological cancers, including new surgical techniques. The programme aims to provide insights and share knowledge and best practices to help guide treatment decisions to improve patient outcomes.

### Programme Description

The treatment of GU malignancies has seen tremendous revolution in recent years. Bladder cancer (BCa), renal cell carcinoma (RCC), and prostate cancer (PCa) are the most frequently encountered GU malignancies and represent a heterogeneous population of cancers, in both histology and approach to treatment. These three cancers are continually undergoing major paradigm shifts in their respective therapeutic landscapes as a result of a greater understanding of their underlying molecular and oncogenic mechanisms. In addition to the advent of immunotherapies, other novel targets and combination therapies are being developed and approved that are tailored to a variety of targets. We are also witnessing a rapid evolution in diagnostic modalities, with the emergence of novel biomarkers and clinical validation of new diagnostic tools.

The increasingly complex treatment landscape for bladder, kidney, and prostate cancers poses a challenge for urologists, medical oncologists, and radiation oncologists alike. In managing these GU cancers, physicians will need to keep up with new data on all treatment options, select therapies on an individual case basis, and use the optimal sequence or combinations while effectively managing side effects.



# Bench to Bedside

To meet this need, on December 2019, the SIU conducted our first B2B Uro-oncology: GU Cancer Triad meeting in Berlin, Germany, which was well received by participants. The feedback was positive, and most attendees indicated that they appreciated the high-quality presentations and clinically relevant topics by a high-profile faculty, including the interactive engagement with the audience. Building on the success of this first GU Cancer Triad meeting, the SIU held a follow-up virtual meeting on November 7 and 8, 2020. For two half-days, world-renowned experts shared the latest research in the top three GU cancers (bladder, kidney, and prostate) with our online attendees comprising urologists, residents, and trainees, as well as other healthcare professionals with an interest in GU oncology.

The next B2B GU Cancer Triad meeting is scheduled to be held virtually in the spring of 2021 (dates to be confirmed shortly) via SIU's eLearning platform, SIU Academy.

## Proposed Programme Format

The invited faculty will review the recent advances in this era of rapid technological innovations in drug development in these GU malignancies with multiple exciting trials and ongoing preclinical studies. The programme will highlight many of the promising new therapies that will likely continue to improve outcomes in patients with GU malignancies. The overarching goal of this meeting is to understand and increase participants' ability to leverage recent developments and apply this knowledge in the care of their patients to improve clinical outcomes and patient quality of life.



This programme is designed to meet the needs of urologists, medical oncologists, radiation oncologists, and other healthcare professionals who care for patients with bladder, kidney, and prostate cancers. The topics will enhance their understanding of the latest trends in diagnostic modalities and treatment approaches, including a discussion of the challenges and opportunities that new therapeutic approaches in these fields offer. In addition, this programme includes interactive panel discussions to share practical tips on how advances in diagnosis and treatment can best be integrated into patient care. Throughout the sessions, the online participants can engage in interactive online discussions about the presented content with the faculty and their peers.







## 2- Men's Health

**April 9–10, 2021, Virtual meeting on SIU Academy**

### Programme Description

With an ever-increasing elderly population and a distinct sex-gap in life expectancy, the topic of men's health is gaining recognition as a serious public health issue. Female life expectancy has long surpassed that of men globally, currently exceeding it by an average of 2 years.<sup>1</sup> The deficit in male life expectancy can be attributed to various social and environmental factors, as well as to diseases that disproportionally affect men. Notably, men are 70% more likely to die from cardiovascular disease (CVD) and 84% more likely to die from arterial disease than women.<sup>2</sup> With men being significantly less likely to consult a health practitioner than women, it is of utmost importance to recognize the risk factors and lifestyle choices that put men's health at a heightened risk, as well as how to provide proper care to men who decide to seek preventative or curative medical attention.

Men's reproductive and urological health is a widely recognized public health issue. As the population continues to increase and to age, the number of males presenting with reproductive or urological issues is on the rise. It is therefore important for the practicing urologist to understand the current challenges and opportunities in updating their knowledge with regards to novel diagnostics and more effective pharmacological or surgical approaches in these fields.

In order to reduce the impact of reproductive and urological ailments, clinicians should be aware of the indicators and risk factors associated with the presence of comorbidities, such as CVD, diabetes mellitus (DM), and obesity. It is important to recognize the controversies and contributing social and behavioural factors to guide urologists in designing an effective strategy to promote optimal outcomes in men's health.

The aim of this meeting is to provide clinicians with recent and clinically relevant research updates in the fields of men's urological, reproductive, and cardiovascular health, update them on best practices, and fill in important knowledge gaps in these fields.

The session will cover the most common challenges in men's health, such as:

- LUTS attributed to BPH
- Peyronie's disease (PD)
- Male infertility
- Hypogonadism
- Erectile dysfunction (ED)
- Related comorbidities such as CVD, DM, obesity, etc.

### References

- <sup>1</sup> Ortiz-Ospina E, Beltekian D. Why do women live longer than men? Our World in Data. <https://ourworldindata.org/why-do-women-live-longer-than-men>. Accessed February 12, 2020
- <sup>2</sup> Goldenberg, L. Men's health: what are the stats? The Consumer's Handbook of Urological Health. PDF File. 2013. Retrieved from: [https://www.cua.org/themes/web/assets/files/pdf/consumers\\_handbook/16-men\\_rsquo\\_s\\_health\\_what\\_are\\_the\\_stats.pdf](https://www.cua.org/themes/web/assets/files/pdf/consumers_handbook/16-men_rsquo_s_health_what_are_the_stats.pdf). Accessed February 20, 2020.

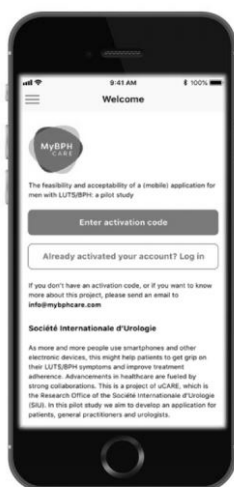


# Mobile Health Apps and Educational Games

## Mobile Health Apps

- Can be tailored for every therapeutic area
- MyBPHCare: SIU's first patient and physician health app
  - Translated into five languages
- Based on the uCARE pilot study: The feasibility and acceptability of a (mobile) app for men with LUTS/BPH: a pilot study
- Study currently being conducted in five countries: Turkey, Greece, Portugal, Spain, and Italy
- Contact uCARE Research Office for more information

*Price available after project scope has been determined.*



## SIU Bladder Cancer Initiatives

**Web app game\*** ..... €50,000  
Partial subsidy available

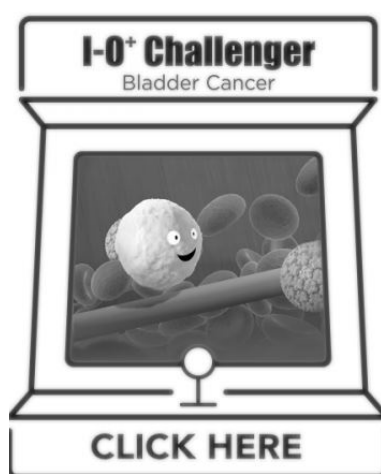
### Includes:

- Development and deployment of web app
- Creation and design
- Audience generation and launch
- Analysis of results and reporting of data

[www.siu-urology.org/urcade/urcade](http://www.siu-urology.org/urcade/urcade)

\* Results from the web app game will be used as a preliminary needs assessment to develop future programmes on bladder cancer.

*Full proposal available upon request.*



## SIU Kidney Cancer Initiatives

**Web app game\*** ..... €50,000  
Partial subsidy available

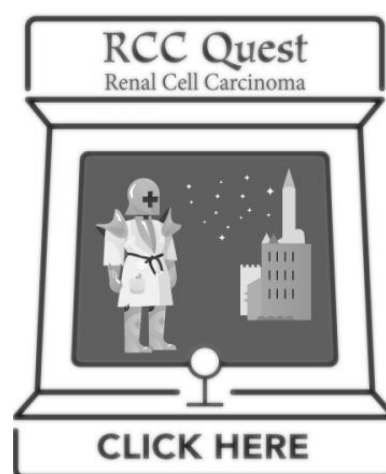
### Includes:

- Development and deployment of web app
- Creation and design
- Audience generation and launch
- Analysis of results and reporting of data

[www.siu-urology.org/urcade/urcade](http://www.siu-urology.org/urcade/urcade)

\* Results from the web app game will be used as a preliminary needs assessment to develop future programmes on kidney cancer.

*Full proposal available upon request.*





SIU would like to acknowledge the support of its 2020 Corporate Sponsors as well as its Society and Congress Contributors.

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# WE BRING UROLOGISTS TOGETHER

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